

I want it NOW!

I WANT IT, AND I WANT IT NOW! Why are we so impatient?

Tuesday 22 Oct 6:00 am

Whatever happened to patience?

We don't like waiting for things anymore. With faster broadband, instant searches, and immediate downloads, we expect things to happen immediately, and if they don't we get impatient.

Fast food restaurants have changed the way we eat. The growth of mobile phone apps like Tinder has changed the way we meet new people. We don't need to wait a week to see the next episode of a TV series – we can download it on Netflix. We are even walking 10% faster than 20 years ago, and talking more quickly. Everything is getting faster, but is it getting better? That depends on how fast you like to live.



More than
125m
Google searches are made every hour.



50% of users leave a web page that doesn't load in ten seconds. Three out of five people don't return to that site.



1/3 of British people expect a 'like' on a Facebook picture in less than a minute after posting it.



The average British person is only prepared to wait
4
minutes to get a drink in a bar...

...and
6
minutes for a bus.



British people's most hated time-wasting activities are (in order):

- 1 waiting to be connected on the phone
- 2 waiting for a replacement credit card
- 3 waiting for a shopping delivery
- 4 waiting for a delayed flight
- 5 being stuck in traffic

In **two minutes** find the answers to questions 1–8 in the article.

- 1 How do we feel when things don't happen immediately?
- 2 What has changed the way we meet people?
- 3 How much faster are we walking than in the past?
- 4 How many Google searches are made every hour?
- 5 How many people decide not to go back to a web page if it takes more than ten seconds to load?
- 6 What do some Facebook users expect to get less than a minute after posting a picture?
- 7 How long are British people prepared to wait for a bus?
- 8 Which activity do they find more annoying, waiting for a replacement credit card or for a shopping delivery?